

# Lightning Introductions

**PRIVACY ENABLING DESIGN**

**May 7-8, 2015**



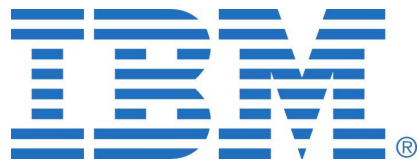
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# Brian Anderson / IBM



Where does privacy end and security begin? What are the responsibilities of an organization to protect their assets while balancing the privacy of those who create them?



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# Annie Antón / Georgia Institute of Technology



What is the nature of privacy and security threats posed by the Internet of Things in the context of meaningful applications in the home, for the individual, and for a community of people?

What should the modern technical, social, and legal conceptions of privacy be given these privacy and security threats?



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# Gabriela Aschenberger / Create with Context



Is it worth to risk losing customers' trust, a long-term relationship, in exchange of a short-term business value?

Example: Retargeting drives sales, but doesn't build a trusted relationship. People think it's creepy to see products stalking them around Internet, or people try to game the system by putting items on the cart and not buying them, just to get a discount later.



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# Travis Breaux / CMU



**Carnegie  
Mellon  
University**

We're developing new notations and tools to empower software engineers to reason about design trade-offs affecting privacy

I also teach a course on Engineering Privacy as part of CMU's Masters of Privacy

<http://privacy.cs.cmu.edu/>



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# Kelly Caine / Clemson University



How does technology change the psychology of privacy?

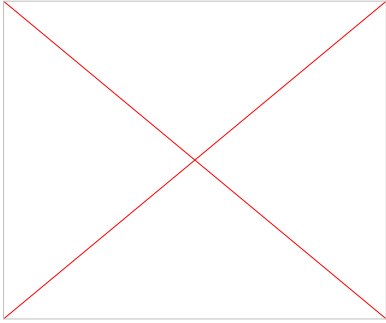
Humans And Technology Lab  
[www.hatlab.org](http://www.hatlab.org)



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# Sunny Consolvo / Google



How can we improve adherence to & comprehension of browser security warnings (e.g., about malware, phishing, etc.)?



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# Lisa Louise Davis / Microsoft



When it comes to privacy, how do we reconcile what people **want** and what they're willing to **do** about it? Can we design systems that **do** what's necessary for people to get what they **want**?

The desire for privacy is driven by negative feelings of distrust and anxiety. Rather than striving to satisfy the desire for **privacy**, how can we design to increase **trust**, a positive emotion?

I'm working on a variety of research and design projects related to privacy and trust.



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# Nicola Dell / University of Washington



Computer Science & Engineering

UNIVERSITY of WASHINGTON



What are the security and privacy implications that arise when inexperienced populations in low-resource settings gain access to computing technologies?

How can we design systems that respect the social and cultural differences of the communities that they target and better inform novice users about how their data will be stored, used, and accessed?



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# Ann Drobnis / CCC

How can we ensure that privacy practices are adopted across disciplines?



# Julie Earp / NC State University



The Internet of Things, Big Data, and ubiquitous data collection all have inherent privacy risks. How can we achieve innovation without compromising personal privacy?

**NC STATE**

Poole College of Management



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# Keith Edwards / Georgia Tech



I'm focused on the intersection of HCI and lower-layer technical concerns around security and networking.

How can HCI methods evolve to support the design of technical infrastructure?



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# Jen Ehlers / 18F | GSA



How can we help the government understand how much information it needs from an individual, and how do we make users feel confident in the information they are giving to the government?



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# Jonathan Fox / Intel Security



How do we demystify privacy so stakeholders can understand, design, and engineer user experiences and functional requirements accordingly?



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# Batya Friedman / University of Washington



**Design Space:** How can we broaden the design space around privacy considerations to encompass the co-evolution of technology and policy?

**Design Method:** What design methods are well suited to account for the rapid change in technology as well as the dynamic nature and diversity of socio-cultural norms and expectations around privacy? What aspects of technology and privacy are largely invariant over long(er) periods of time? How might methods account for this invariance?



# Patrick Gage Kelley @patrickgage

## University of New Mexico

How do we help people  
engage with and become  
better educated about privacy,  
on their terms?



THE UNIVERSITY *of*  
NEW MEXICO



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# Neha Kumar / USC



How can we design technologies so as to support new technology adopters from under-represented groups (across cultures) in defining and acting on their own particular notions of privacy?

USC  
Annenberg



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# Vivian Genaro Motti / Clemson University



How can we provide efficient privacy control mechanisms for end users of wearable applications?

How do we ensure universal access in the design of privacy-enhancing solutions?



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# Nathan Good / Good Research



How much is privacy by design a part of existing design processes, and what can privacy by design learn from these?



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# Elizabeth Goodman / 18F | GSA



How do we help the users of government services control how information about them circulates throughout the federal government?



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# Susan Graham / UC Berkeley & CCC



Technology changes rapidly. How can Privacy by Design keep up?

How can privacy services be made understandable by the typical user?

Related work: *Big Data: A Technological Perspective*. Executive Office of the President; President's Council of Advisors on Science and Technology. May 2014

**Berkeley**  
UNIVERSITY OF CALIFORNIA



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# Aislinn (ash) Grigas / Mozilla



Is it worth designing ways to get people that don't yet care about privacy issues to care – or should you focus on those that understand the problem to affect the most change?



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# Seda Gurses / NYU



NEW YORK UNIVERSITY

How do we reconcile different privacy research paradigms in computer science and engineering when addressing privacy in systems?

What is the impact of the upcoming cybersecurity strategy on privacy research and practice?



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# Justin Hemmings / Georgia Tech



How, if at all, can designing for privacy be complementary, rather than adverse, to business and security goals?

# Alina Hua / Mozilla



How can privacy be better designed with education, transparency and control to help close the gap between user perception and user behavior?

How can we ensure that users are understand how their data is collected and handled through their various online experiences, and what they can do about it?



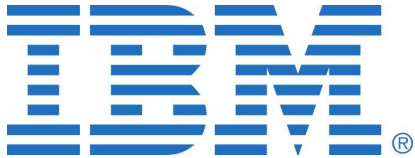
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# Shawn Kenney / IBM



How can we design solutions with the understanding that the individual may be the biggest threat to their own security and privacy?



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# Jen King / UC Berkeley



How can we design for privacy at the human-interaction level?  
How can we bring “designers” (user experience professionals and researchers) into the Privacy by Design discussion?

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# Alfred Kobsa / UCI

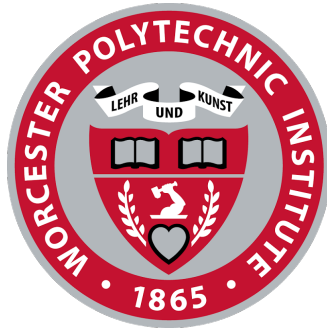


- Privacy-enabling design in IoT environments
- Supporting users' privacy decisions
- Personalizing privacy
- Reconciling personalization with privacy





# Susan Landau / Worcester Polytechnic Institute



How do we incentivize companies using massive amounts of personal data to develop privacy-protective versions of their products?

I work on a variety of privacy issues, including policy, communications surveillance, and identity management.



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# Marie Le Pichon / Georgia Tech



Users do not have a good mental model of privacy. Can we design things in a way that teaches users how important their privacy is and the implications of not being mindful of it?

# Liana Leahy / MeYou Health



**How do we best use design to ensure that our users understand how their information is being shared?**



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# Keith Marzullo / NSF



Developing a strategic plan for federal research into the scientific foundations of privacy.



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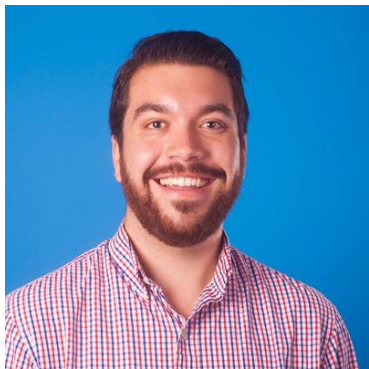
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# Aaron Massey / Georgia Tech



How do software engineers and designers demonstrate compliance with privacy laws?

# Matt Muller / Inflection



How can we ensure a respect for context regardless of how widely or publicly information is shared?



Inflection



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# Deirdre Mulligan / UC Berkeley



Current Research:  
How do organizations understand and manage privacy? What external factors-- policies, institutions, non-state actors, etc.-- lead to deeper engagement with privacy as a social and political concept, and richer policies and practices that embed privacy into technical systems and business processes.

Berkeley School of Information



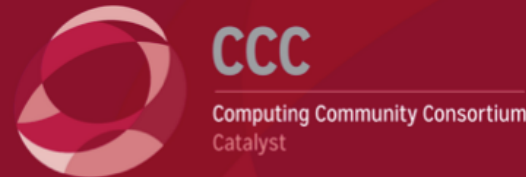
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# Beth Mynatt / Georgia Tech/CCC



How to convey the value of information back to potential information providers?





# Heather Patterson / Intel Labs



- (1) How do conceptions of information flow *appropriateness* vary as a function of the social context in which the flow occurs;
- (2) How are these conceptions altered when entrenched social contexts merge or collapse;
- (3) How might products and data flow architectures be designed to accommodate this dynamism?



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# Torrey Podmajersky / Microsoft



Microsoft

People seem to increasingly expect more personalized experiences.

How do we *unobtrusively* keep them informed about the privacy implications?



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# Evin Quinn / Critical Mass



CRITICAL MASS

**SCAD**  
SAVANNAH COLLEGE OF ART & DESIGN

**SVA**  **NYC**

Are new generations going to be as concerned with privacy as we are? Should we be concerned if they are not?



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# Ira Rubinstein / NYU



## **New York University**

*A private university in the public service*

If it's the case that business concerns often compete with and overshadow privacy concerns, how do we provide firms with clear guidance about the design principles they should follow to ensure an appropriate balance privacy and business objectives?



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# Clint Rule / frog



How can design agencies help (potential) clients understand that privacy is as much—if not more—a matter of human-centered design as it is a legal matter?

How might software facilitate trust and co-determination between the individual and the organization in the context of the next wave of workplace surveillance technology?



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# Richard Rutledge / Georgia Tech

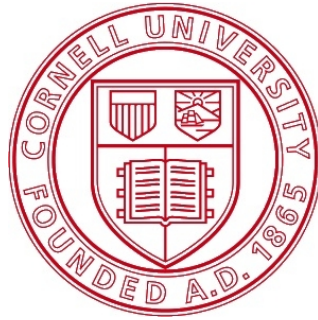


How can we systematically analyze the risks to privacy and security posed by Internet of Things devices?

How can we adapt current software development life-cycle models to embed adherence to privacy requirements earlier in the development process?



# Fred Schneider / Cornell



Current Research:  
Determining whether  
usage-based privacy is  
feasible and, if so, where.



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# Katie Shilton / UM College Park



What work processes and practices encourage developers to prioritize data protection and privacy by design?

What factors encourage social and political issues to become central design concerns?

How do developers translate social issues into technical affordances?



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# Katie Skinner / Apple



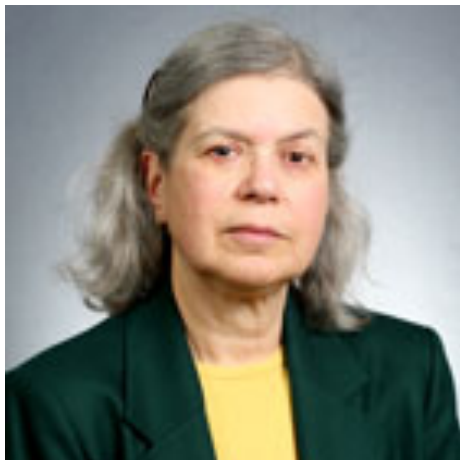
Transparency, control, and consent: As products rapidly evolve, how can we ensure that privacy controls continue to be intuitive to users?



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# Karen Sollins / MIT



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# Peter Swire / Georgia Tech/ Alston & Bird

Welcome to our conference at Georgia Tech!



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# Ilana Westerman / Create with Context



How can we create transparency and awareness of data collection and use practices?

How can we help people understand what the benefits and risks are, so they can make informed decisions?



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# Richmond Wong / UC Berkeley



What types of cultural values regarding privacy are associated with, or embedded in technologies and in policy? How can critical/reflective design techniques play a role in thinking about values?

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# Helen Wright / CCC



Enabling researchers from various disciplines to interact and collaborate to develop solutions that address privacy needs



# John Yuda / 18F | GSA



What is the balance between protecting citizen privacy and automating actions that can be automated? Where is the delightful/creepy line?



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# Michael Zimmer / University of Wisconsin-Milwaukee



School of Information Studies

Pose a question to the group or briefly describe  
your current research topic



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